

# Money Saved for Builders



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*"Nothing but durable materials  
shall be used in this house"*

*G. Washington*



**TIDEWATER RED CYPRESS**  
**THE WOOD ETERNAL**



# What else but wood could yield such charm?

**S**EVENTY-FIVE houses out of a hundred erected today are of frame construction. And that is fitting, for wood achieves effects that no other building material can imitate. When the proper grade of lumber is used, no material is more durable.

Wood is warm—warm to the eye, and to the touch. Wood is warm in another respect—it is an insulator that keeps in heat and keeps out cold.

In building the home you have long desired and will long enjoy, it will pay you well to study the merits of Tidewater Red Cypress. For both exterior and interior use, this is the durable wood, the beautiful wood, the economical wood.

The dwellings illustrated here will show you what charming effects can be achieved with Tidewater Red Cypress. Most of these houses were designed by two of the foremost architects of America—Dwight James Baum and Aymar Embury II.

Take note especially of the sidings, shingles, cornices, porches, windows, doors, steps, and other vital points where weather beats against house and outbuildings.

*Wherever wood meets weather, use Tidewater Red Cypress.*



The home of MR. CHARLES EVANS HUGHES, JR., at Riverdale, New York. DWIGHT JAMES BAUM was the architect.



Lodge on the VINCENT ASTOR estate at Port Washington, Long Island. AYMAR EMBURY II was the architect.



Residence of MRS. SUSETTE E. WOODWORTH in Jacksonville, Florida. R. B. PARRAMORE was the architect.



# Your first cost



House in a North Shore suburb of Chicago. GRANGER AND BOLLENBACHER were the architects.



The home of Mrs. GEORGE McQUADE at Freeport, Long Island. The architect was DWIGHT JAMES BAUM.



The architect built this for himself. MR. AYMAR EMBURY II used Tidewater Red Cypress throughout — the most significant compliment that could be paid to the virtues of the wood.

# is your last cost

Residence of J. I. TRIPLETT,  
Jr., Jacksonville, Florida.  
MARSH AND SAXELBYE were  
the architects.



Farm manager's house on the  
MEDILL McCORMICK estate at  
Byron, Illinois.

Residence of MR.  
CARROLL MILAM at  
Jacksonville, Florida.  
JEFFERSON D. POWELL  
was the architect.





# Use this Wood Eternal



Colonial residence on estate of  
MR. CLEVELAND H. DODGE at  
Riverdale, New York. (Note  
the hand-made cypress shingles.)  
DWIGHT JAMES BAUM was the  
architect.



Charming details of the residence of MRS. GEORGE MCQUADE at  
Freeport, Long Island. This house was built to stand for centuries.



# at all weather points

Attractive front elevation of residence of Mr. E. BURTON LYONS at Hempstead, Long Island. DWIGHT JAMES BAUM was the architect.



Designed for Mr. B. L. WINCHELL of Riverdale, N. Y., by DWIGHT JAMES BAUM



Designed for Mr. HENRY THOMPSON, JR., of Glen Head, N. Y., by AYMAR EMBURY II

# A versatile wood for all interiors



Pecky cypress interior in the residence of NELSON ODMAN at Palm Beach, Florida. HOWARD MAJOR was the architect.

**N**O matter what effect you want in a room, cypress *belongs*. It harmonizes with any scheme of decoration. For interiors, no wood is more versatile. No wood is more adaptable to your own particular ideas.

Painted, stained, "sugied" or natural, cypress is beautiful. U. S. Government tests have proved that no wood paints more smoothly or more lastingly. Gorgeously marked by nature, it stains

superbly. When "sugied" (charred by a blow-torch and then rubbed), it yields an effect afforded by no other material.

Wherever you want an antique effect, use "pecky" cypress. This wood has all the qualities of the regular grades of Tidewater Red Cypress, but differs in having short pecky grooves along its length. This is an excellent wood to convey the impression of great age.





Interior of residence on estate of Mr. CLEVELAND H. DODGE at Riverdale, New York.



A beautiful staircase in the Jacksonville, Florida, residence of the late J. R. PARROTT, former President of the Florida East Coast Railroad.

HENRY FORD's Cypress Field Room in his estate at Dearborn, Michigan. Note the contrast between the rough "pecky" logs and the smooth-grained cypress door. W. H. VAN TINE was the architect.



# For garages and all other outbuildings

**O**UTBUILDINGS, of course, should be just as attractive and just as durable as your house. Garages, barns, and arbors must play a big part in making your residence the beautiful place you want it to be.

Repairs on your outbuildings can be just as expensive as repairs on your house. In many ways, these smaller structures have a harder fight against rain and rot.

For beauty and low upkeep, then,

use Tidewater Red Cypress in every building on your property.

## Especially for Silos

Subjected to extremes of temperature, exposed to constant moisture, and attacked by fermentation of the ensilage, the lumber for silos must be carefully selected. It must not warp. It must be easy to work. It must be superior to rot and decay. For these reasons, silo experts prefer Tidewater Red Cypress.



Garage, chauffeurs' quarters, private power plant and stables on estate in Westchester County, New York. ARTHUR T. REMICK was the architect.





Garage and chauffeur's apartment of the residence of  
MRS. SUSETTE E. WOODWORTH in Jacksonville, Florida.



Estate in Westchester County, New York. ARTHUR T. REMICK was the architect.



Barns and Craine cypress silos on the DAVID GARDNER estate at Babylon, Long Island, N. Y.



© Everett Smith, Harris, Inc., N. Y.

### *Shingles as old as Mount Vernon*

GEORGE WASHINGTON wrote: "Nothing but durable material shall be used in this house." And durable they were, for a number of the original shingles, laid in 1743, are on the house today. During 175 years, nothing but Tidewater Red Cypress shingles have ever been used on this house.

## America is still too young to know how long Cypress can endure

The finger of age has touched these fine old homes and left only a mellow trace of charm. For age brings only charm to cypress. Wherever man has built of this wood, time seems only to have made his work more lovely. For this is the Wood Eternal. It knows no replacement or repair bills.

Many houses, built both beautifully and strong in Colonial days, are still standing. They offer indisputable testimony to the durability of Tidewater Red Cypress. These houses and the new country, born together, are still too young to know how long this lumber can endure.



The old OSBORN HOUSE in Charleston, South Carolina, was built by slaves before the Revolution. As Tidewater Red Cypress was used inside and outside, this unique structure is still in excellent condition.



Built in 1700 by a careful Colonist, who used Tidewater Red Cypress all through the building, the old MIDDLEBERG PLANTATION home on the Cooper River, South Carolina, is wonderfully preserved today.

The old plantation home of JAMES PERRIE, ESQ., in West Feliciana Parish, Louisiana, is still charming after more than a century of service.



# Amazing Proofs



## *Oldest living thing on earth*

In the churchyard at Santa Maria del Tule, Mexico, stands a husky cypress tree which is estimated by Dr. Herman Von Schrenck, timber expert, to be over 5,000 years of age—the oldest living thing on earth.

## *Shingles 250 years old*

By the grace of Charles I, Thomas Lyon acquired land and built his house in Greenwich, Connecticut, in 1640. By the grace of nature, the Tidewater Red Cypress shingles he placed on the building survived wind and weather for 250 years.



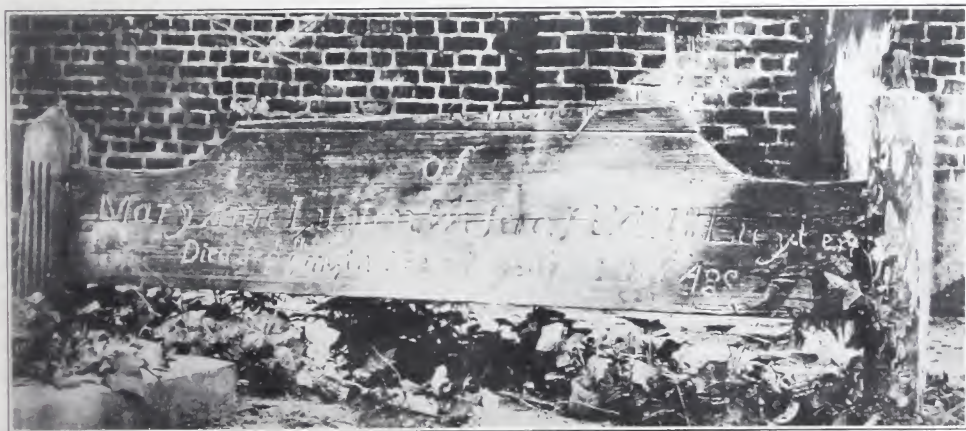
# of Durability!



## *A hundred-year test of Cypress*

Wooden water mains—what could better test the durability of wood? Water attacking from within . . . rot gnawing from without!

In 1793 water mains of Tidewater Red Cypress were laid in New Orleans. Recently they were dug up—still sound, still in good condition after over a hundred years of the hardest kind of service.



## *A bed for a headstone*

In 1770 an eccentric lady of Charleston, S. C., ordered this marker, contrary to all custom. Her judgment has been justified, for the letters on the Tidewater Red Cypress foot-board remained legible long after nearby stone inscriptions were effaced.

# Dollars saved in upkeep

**I**T IS a wonderful sensation to see your own house rise up in all its newness, but it is indeed discouraging when you must make replacements in a few short years.

A leaky roof, a rotted cornice, a sagging porch pillar, or a decayed window sill can easily cause a repair bill that runs into hundreds of dollars. How easy it is for rain to ruin walls, decorations and furniture! How difficult and how messy repairs can be after the house is completed!

What could be more distasteful than writing checks for repair bills that never should have been necessary?

When you build with Tidewater Red Cypress, your first cost is your last cost. This lumber will never make further demand on your checkbook. It insures you against rain and repair bills. Use it, then, wherever wood meets weather.



# For economy and dependability —industry demands this wood

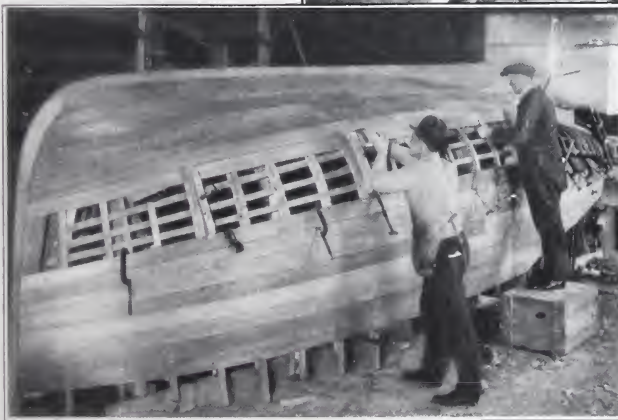


## *A real "Acid Test"*

You know that the "acid test" signifies the most severe trial to which a material can be put. Take note, then, that thousands of chemical vats and tanks are built of Tidewater Red Cypress. Even strong acids have no effect on it. Consider what slight effect such a comparatively gentle fluid as water must have on this durable wood.

## *Fights its own battles*

Railroad ties and trestles take a beating in more ways than one. Outside of bearing the burden of heavily-laden cars, they bear the brunt of weather, and bear it 24 hours a day. Tidewater Red Cypress is an excellent wood for ties because it resists rot, even when it isn't painted or creosoted.



## *Favored for shipbuilding*

Thousands of boats are constructed of Tidewater Red Cypress each year. In an ocean liner or a rowboat, this lumber can be depended upon to resist water, rot and decay.

## *Other industrial uses*

Greenhouses, water tanks, silos, railroad platforms, railroad stations, warehouses, box cars, refrigerator cars, cattle cars, fencing, and, in short, every other use where long life and freedom from repairs are absolutely necessary.

# How millions of feet of Cypress are grown

**N**ATURE gave Tidewater Red Cypress a wonderful place to live in. Nature picked out the swampy lands on the Gulf and lower Atlantic coasts of the United States.

Here water is plentiful. Here the sun showers its friendly rays almost every day of the year. Here the soil is even rich enough to grow bananas. No wonder, then, that Tidewater Red Cypress is so healthy, so strong, so long-enduring. No wonder that it knows practically no disease. And no wonder that this tree which is grown in water should resist water.



ILLUSTRATED at the left is a typical cypress tree. It seems a pity to remove such a lordly head from the sky—but you who love these majestic structures of nature may be consoled that there are millions more remaining, billions of board feet that will suffice for a century. The beauty of this tree, moreover, will not be destroyed. It will merely be shifted from the forest to a charming residence in Evanston, Greenwich, or Brookline. After it is felled, this tree is sawed by hand into logs about twenty feet long. But how, you may ask, are these huge logs ever carried out of the woods? This is indeed a hard task, and one that requires elaborate machinery.

Railroad tracks are laid into the very heart of the dense forest. Then a machine, re-



sembling an enormous steam-shovel, rolls out on these tracks to the stand which has been selected. At this point, a long "mast" is erected. From the top, a stout cable is run into the forest to the top of a tall tree, frequently as far away as a quarter of a mile.

The rig looks like a giant clothesline, and the logs are carried in like giant clothes pins. When they reach the track, they are loaded on cars and sent to a mill many miles away.



Stamping trade-marks on the boards.

To harvest this wood, you see, is difficult. But we know you will agree that the flame, in this instance, is more than worth the candle.

*A "cut-and-dried" process that is unusually interesting*

At the mill, logs that might fill a freight car are handled as easily as a man might handle kindling wood. A huge derrick arm picks them off the car and piles them mountain high. Steel belts then lift them into the mill as they are needed, and toss them into position for sawing.

Thirty-foot band saws make quick work of even the most enormous log. In ten minutes or so they take apart—in the form of clean, smooth boards



Logs carried into mill for sawing.

— a tree that Nature has spent a thousand years in assembling.

Then comes trimming and dressing. Each step is done by modern machinery operated by men who were literally born in the lumber business.

As each board leaves the mill, it must pass under the critical eye and hand of experts. Under the rigid rules of the Southern Cypress Manufacturers Association, each piece must be up to proper grade—or out it goes. If the board is approved, it is stamped with the seal that shows you beyond any doubt it is genuine Tidewater Red Cypress.



But the lumber is still a year away from your dealer's yard. It is never sold until properly seasoned. Frequently it is dried for two years. That is why you need not fear warping or shrinking.

You can readily see that a manufacturer must have hundreds of thousands of dollars in capital to produce Tidewater Red Cypress properly, to grade it conscientiously, and to season it thoroughly. Only those producers who are financially and morally responsible are allowed to use the quality insuring trademark of the Southern Cypress Manufacturers Association.

But please remember that these facts are true only of what the U. S. Government terms "red cypress coastal type," or Tidewater Red Cypress. In the past, this lumber has been called commercially: "Louisiana Red," "Gulf Red," "Southern," and "Swamp" Cypress. To order just "cypress" would be like ordering merely "an automobile" without reference to its make, appearance, or performance.

*To get the true Wood Eternal, specify "heart grade Tidewater Red Cypress" for all exterior use. For interiors, the "heart grade" is desirable, but not essential. And when you order this lumber, rest content that it will never cause you to write a check for a repair bill.*



## A word about the Architect

**T**O GET appropriate design and proper materials, it is advisable to retain an architect for all construction work. A good architect usually saves you much more than his fee.

## A word about Paint

As we have pointed out before in this booklet, no wood paints more smoothly or more durably than Tidewater Red Cypress. Like most other woods, however, it requires an efficient priming coat, such as a quart of benzol or turpentine added to a gallon of outside house paint.

## Résumé

Tidewater Red Cypress, the Wood Eternal, grows in swamps along the Gulf and lower Atlantic coasts. Grown in water, it resists water. Therefore it should be used wherever wood meets moisture. It should be used for sidings, shingles, cornices, porches, windows, doors, steps and at every other place where wind and rain beat against your house and outbuildings. The first cost of this durable lumber is its last cost. Never will it make further demand on your checkbook. No wonder, then, that it saves money for home builders!

Besides being a durable, economical wood, Tidewater Red Cypress is a beautiful wood. Painted, stained, "sugied" or natural, it yields charming effects. For interiors, no other wood is so versatile.

## Further information

If there is anything further you would like to know about Tidewater Red Cypress, just drop a note to the Southern Cypress Manufacturers Association, Jacksonville, Florida. We will be glad to answer your questions.

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